



APTA Maryland Strategic Plan 2020-2022

APTA Maryland convened a group of members during 2020 to discuss the Chapter’s Strategic Plan during the COVID-19 Pandemic. Our goal was to create a plan to address 2020-2022. Our approach was to **Reground, Prioritize, Plan, Connect**.

The taskforce provided the following guidance for the chapter during this unprecedented time:

During this time, we will serve as a resource for physical therapy professionals and practices:

- Advocate for PTs to have access to PPE, grants/loans, and up to date public health recommendations for practice operations and billing/telehealth rulings.
- Provide education to maintain licensure and to stay up to date on new policies and regulations.
- Serve members through social supports and linkages to work through personal and professional issues
- Promote and highlight the role of physical therapy to the public.
- Work with the membership and MD Delegation to proposed RCs related to the new world during and post COVID19
- Provide forums with experts on various topics, document bank

NEW Mission:	APTA Maryland fosters excellence in the profession of physical therapy by advocating, educating, and promoting best practices to improve the human experience of the diverse society we represent and serve.
NEW Vision:	Transforming the diverse communities in Maryland to advance health and wellness by optimizing movement and function across the lifespan.
APTA Core Values:	<ul style="list-style-type: none"> • Accountability. • Altruism. • Collaboration. • Compassion/Caring. • Diversity/Equity/Inclusion • Duty • Excellence. • Integrity. • Social Responsibility.

Goals	Objectives/Outcomes	Lead
We will demonstrate empathy and enthusiasm for responding to member needs.	1. Develop free continuing education for members and discounted for non members to meet professional development and education for license renewal	Education Committee
	2. Reach out to members who have lapsed or are about to and asking are they ok /how are they are doing? is there anything we can do to support them during this time? Assess mental health needs and resources.	Board of Directors, District Chairs
	3. Connect with new and seasoned professionals to provide support and mentorship.	DEI Workgroup Mentorship
Foster the long-term sustainability of the physical therapy profession by making APTAMD an inclusive organization that reflects the diversity of the society the profession serves	1. Develop activities to address social determinants of health especially related to COVID 19	DEI Workgroup HEAL
	2. Develop activities to build diverse leadership within the Chapter and Profession including mentorship and formal training.	DEI Workgroup Mentorship & Leadership Development
Maximize Stakeholder Awareness of the Value of Physical Therapy	1. Devise volunteer events that support the passions of our members (NPTM and PT Day of Service); Connecting members to other organizations on other social initiatives	DEI, District Chairs, PTA Reps
	2. Inform the Public that they have Direct Access (you can go straight to a PT via telehealth i.e back pain vs ER, doctor’s office. Also inform primary care MDs;	DEI Workgroup Social Media & Communication
	3. Health and Wellness and being proactive with patients to take charge of their own health and to create healthy habits; promoting the role our profession plays in health and wellness; Empowering patients to be more independent in their treatment and to be a partner in the process; Our role as coach	DEI Workgroup HEAL, and Social Media & Communication
	4. Collaborate with Maryland nonprofits and other associations	DEI Workgroup HEAL
Increase Member Value and Engagement	1. New Web Site with increased functionality to allow guest accounts Look at activities that lapsed and current members can participate in (advocacy and education); Is there a way to allow a guest account to get access to non and lapsed members; Use Linked In to get emails	DEI Workgroup Social Media & Communication

<i>Increase Member Value and Engagement Continued</i>	2. Sending out an email to say now more than ever we need help to support our mission. Now is the time is have a voice at the table to direct our role in healthcare;	District Chairs
	3. Working with APTA and other components to provide updated information, best practices, and resources related to COVID-19, payment, policy, etc.;	FAL, Practice Chair, PTA Reps, Reimbursement Committee
Removal of Barriers for Accessing Physical Therapy Services	1. Encourage insurances to pay for telehealth services rendered and to maintain the safety and integrity of patients and physical therapy providers	Government Relations Committee
	2. Advocate for network adequacy and fair copays	Government Relations & Reimbursement Committees
	3. Advocate for issues related to social justice and social determinants of health.	Government Relations Committee
The Chapter will achieve support for and obtain fair payment for physical therapy services provided and achieve recognition of the scope of physical therapists' practice.	1 Advocate for permanent adoption of telehealth services	Government Relations Committee
	2. Advocate for network adequacy	Government Relations Committee
	3 Advocate and develop legislation for fair copays	Government Relations & Reimbursement Committees